

II.	Program Administration Section
800.	Educational and Media Materials and Recipe Guidelines

This Section Includes:

- 801. [General Information](#)
- 802. [Existing Network-Approved Materials](#)
- 803. [Other Existing Materials](#)
- 804. [Developing New Educational and Media Materials](#)
- 805. [Media Materials and Activities](#)
- 806. [Newly Developed Recipes and Cookbooks](#)

801. General Information

The following information presented within this section has been largely extracted from the local projects Guidelines Manual. However, the *Regional Networks* have some unique roles and functions.

As there are many resources and educational materials that are readily available through the State-developed Fruit, Vegetable, and Physical Activity (FVPA) Campaigns and Programs, there is only limited need for the contractor to rely upon other existing materials or to develop new ones.

Further, any proposals for new material development must include strong justification. Contactors should discuss concepts for new nutrition education materials with the assigned PM prior to purchase or development.

Below are exceptions that are directly related to the *Regional Networks* contracts:

- Mini-grants (required in FFY 2012 only) –mini-grant agencies should first utilize *Network* approved materials wherever possible, before relying upon other existing materials. Refer to the Program Administrative Section 600 on Mini-grants, for more information on expectations regarding mini-grant materials.
- Nutrition Education Initiatives – the purpose of regional nutrition education initiatives is to engage the SNAP-Ed eligible population in advocating on their own behalf to promote healthful eating and active living within their communities. The contactor should first utilize *Network* approved materials, adapting where needed (e.g. *Rethink Your Drink*) rather than developing new materials. Relying upon other existing, non-*Network* materials, and adapting if possible, is also prudent.

Additionally, many Scope of Work (SOW) activities focus on intermediaries, through training, partnership, and nutrition education initiative and consumer engagement activities. The production of support materials for these activities is expected and is considered informational in nature. Examples of informational/support materials include fact sheets and presentations.

Contractors are required to ensure that any such materials are routinely updated, adapted if needed, responsive to regional needs, and, of course, are scientifically accurate and sourced, and meet appropriate *Network* branding and attribution requirements.

Note: Informational items to promote events, activities, or *Regional Network* programs, including the Regional Collaborative, are not considered educational materials. These items should utilize template materials available from the *Network's* resource library.

802. Existing Network-Approved Materials

There are many tested and evaluated nutrition education and physical activity promotion materials that *Network* contractors are encouraged to use. These include many USDA and *Network*-produced educational and promotional materials. Examples include the *Children's Power Play! Campaign*, the *Latino Campaign*, the *African American Campaign*, the *Retail Program*, the *Worksite Program*, *Physical Activity Integration Program*, *Harvest of the Month*, *Rethink Your Drink*, MyPlate, Team Nutrition, and *Loving Your Family Feeding Their Future*.

USDA allowable materials are available at the USDA SNAP-Ed Connection website at <http://snap.nal.usda.gov> and in the *Network's* Resource Library (on-line ordering system and cost recovery) in the *Network* website www.networkforahealthycalifornia.net.

Contractors working with children and youth are encouraged to visit the California Healthy Kids Resource Center (CHKRC) website at www.californiahealthykids.org, to find age-appropriate materials for school and afterschool settings.

Local or regional contractors may also have developed materials that can be utilized. For materials developed by other local or *Regional Network* contractors, first gather appropriate information about any testing/evaluation and its use to determine its appropriateness. Then, if deemed appropriate, contact your assigned PM for approval.

For other questions regarding use of existing *Network* approved materials, please contact your PM.

803. Other Existing Materials

The *Network* requires contractors to research and to identify existing *Network*-approved nutrition education and physical activity promotion materials for use in their programs before using other existing materials developed by other agencies. Unless previously discussed and approved by your PM or FVPA Campaign or Program Lead, this includes materials that are either purchased, available at no cost, or donated.

Existing materials must:

- Address an Objective/Activity within the SOW.
- Be based on current, accurate scientific information related to diet and physical activity, and be consistent with information found in 2010 *Dietary Guidelines for Americans*, MyPlate and the 2008 *Physical Activity Guidelines for Americans*.

(Continued next page)

- Support the behavioral objectives of the *Network*, which are to:
 - Increase access to and consumption of healthier foods;
 - Decrease consumption of unhealthy foods and beverages, and increase consumption of water; and
 - Increase physical activity opportunities throughout the day.
- Comply with the most current SNAPE-Ed *Guidance*, CDPH requirements, and *Network* Allowable/Unallowable Guidance.
- Be reviewed by a Registered Dietitian.
- Not endorse or promote brand name products or retail stores, as well as not disparage specific foods, beverages, or commodities.
- Be written at a 5th grade literacy level, easy to read, targeted to the SNAP-Ed eligible population, family-friendly, age-appropriate, economical, and culturally appropriate (e.g., African American, Latino, etc.).

Note: Training materials for intermediaries do not need to meet the 5th grade literacy level.

- Align with the skills and behaviors in the: Health Education Content Standards for California Public Schools (CDE, 2008), *Health Framework for California Public Schools* (CDE, 2003), Physical Education Model Content Standards for California Public Schools (CDE, 2005), and Standards for Evaluating Instructional Materials for Social Content (CDE, 2000) for those materials used in schools. If purchased:
 - Must already be approved and listed in the Budget Justification. It does not have to be listed specifically, but should be applicable within a line item expense (e.g., nutrition education materials within Other Costs).
 - Must be cost-effective. For example, if a material is only going to be used once by one staff person it may not be cost-effective, compared to if the material were used multiple times and/or by multiple staff.
- Not reference specific benefits of different colors of fruit and vegetables, but instead recommend eating a variety of colorful fruits and vegetables.

Copies of existing materials that contractors have determined to be allowable should be available onsite for *Network* staff review (e.g., during a site visit or upon request). For questions regarding existing materials, contractors are encouraged to contact their assigned PM or FVPA Campaign or Program Lead.

804. Developing New Educational or Media Materials

The *Network* requires contractors to research and to identify existing nutrition education and physical activity promotion materials for use in their programs before developing new materials. USDA strongly discourages the development of any new educational materials. If existing educational/promotional materials are examined thoroughly and none are found to fit the SNAP-Ed target audience, contractors may use *Network* funds to develop new material, but only with **prior** approval from their assigned PM.

The *Network* understands that in some instances it is appropriate to create new materials for a local audience. The following guidelines, **must** be followed when developing nutrition education

and physical activity promotion materials. Prior approval must be obtained from the PM before beginning any work on developing new educational (and media) materials.

Newly developed materials must:

- Be accompanied by a completed [Education Material Background Form](#).
- Be accompanied by the English text, if the new material is in a language other than English.
- Be submitted to the Program Manager at the State *Network* in final draft form, prior to printing, filming (send video script) and disseminating the finished product.
- Be reviewed by a Registered Dietitian.
- Be based on accurate scientific information related to diet and physical activity, and be consistent with information found in 2010 *Dietary Guidelines for Americans*, MyPlate and 2008 *Physical Activity Guidelines for Americans*.
- Align with the skills and behaviors in the: Health Education Content Standards for California Public Schools (CDE, 2008), *Health Framework for California Public Schools* (CDE, 2003), Physical Education Model Content Standards for California Public Schools (CDE, 2005), and Standards for Evaluating Instructional Materials for Social Content (CDE, 2000) for those materials used in schools. The CDE resource, *Nutrition Competencies for California's Children, Pre-Kindergarten through Grade 12*, integrates a more skills-based approach and aligns with the *Health Framework*.
- Support the behavioral objectives of the *Network*, which are to:
 - Increase access to and consumption of healthier foods;
 - Decrease consumption of unhealthy foods and beverages, and increase consumption of water; and
 - Increase physical activity opportunities throughout the day.
- Be written at a 5th grade literacy level, easy to read, targeted to the FSNE eligible population, family-friendly, age-appropriate, economical, and culturally appropriate (e.g., African American, Latino, etc.).
 - *Note:* Training materials for intermediaries do not need to meet the 5th grade literacy level.
- Include the required *Network*/USDA acknowledgement statements.
- Address an Activity/Objective within the SOW.
- Comply with the most current *Network* Allowable/Unallowable Guidance.
- Align with the *Network's Branding Guidelines Manual*.
- Not endorse or promote brand name products or retailers stores, as well as not disparage specific foods, beverages, or commodities.
- Not reference specific benefits of different colors of fruit and vegetables, but instead recommend eating a variety of colorful fruits and vegetables.

If materials are developed without prior approval and do not comply with the above guidelines, the cost of development, production and printing of such materials may not be reimbursed by the *Network*.

In general, contractors should allow ten working days from receipt of the material for approval from their PM. If the material is a curriculum with several components, additional review time will be required. Contractors are also reminded of the recently released CDPH Office of Public Affairs (OPA) guidance that applies an additional 14-16 week approval process for select items. Please work with your Program Manager to determine if your materials will require this additional review. When developing new materials, contractors are encouraged to review the materials development checklist. Contractors are required to submit new materials with the materials background form to their PM by e-mail.

Contractors are invited to share their newly developed, *Network* approved materials with the USDA SNAP-Ed Connection website at <http://snap.nal.usda.gov>. The SNAP-Ed website is an online resource provided by the USDA's Food and Nutrition Service and National Agriculture Library's Food and Nutrition Information Center. This website is designed to improve access to nutrition resources, including curricula, lesson plans, research, training, tools and participant materials. The SNAP-Ed website provides information on how to submit materials for review and consideration for use on the SNAP-Ed website.

805. Media Materials and Activities

All locally or regionally produced media activities (local media activities, public relations activities, and those designed for mass public consumption) must go through the *Network's* media review process. All messaging conveyed through public channels, inclusive of closed circuit channels like a school district's radio or TV station, qualify as media designed for mass public consumption.

Regionally-generated media activities that require the media review process include the following:

- PSA scripts prior to production, and the finished product
- Radio scripts prior to production
- Cooking demonstrations produced for TV
- Outdoor advertising concepts prior to production, including transit
- Press advisories and/or press releases prior to release

Contractors should follow the same guidelines for newly developed materials. Once submitted for approval, the PM will advance the materials through the *Network's* media review process. Some materials may be submitted to the USDA, Western Regional Office (WRO) for approval. In general, contractors should allow at least ten working days from receipt of the material for *Network* approval; if the material is submitted to the USDA, WRO for approval, the approval process will take longer. Contractors are also reminded of the recently released CDPH Office of Public Affairs (OPA) guidance that applies an additional 14-16 week approval process for select items. Please work with your Program Manager to determine if your materials will require this additional review.

806. Newly Developed Recipes and Cookbooks

There are many reputable cookbooks and other resources available that provide hundreds of healthy recipes, including those developed by the *Network* Fruit, Vegetable, and Physical Activity (FVPA) Campaigns and Programs and by the National Fruit and Vegetable Program (formerly 5 A Day). Contractors are encouraged to review existing healthy recipes before considering developing new recipes or cookbooks. Prior to developing new recipes or cookbooks, contractors should contact their assigned Program Manager, who will help determine whether it is necessary and feasible.

If it is determined that developing new recipes or cookbooks is necessary and feasible, then the contractor is required to adhere to the guidelines provided in the *Network's Recipe Guidelines Criteria Manual*. The *Manual* provides important recipe criteria, nutrition terminology and nutrient claims, content and format requirements, nutritional analysis guidelines, approval forms and templates. The content of the manual should also apply to those recipes that are from non-*Network* approved resources. Contractors will be notified by their PM when the *Network's* Recipe Guidelines Criteria Manual is available online.